

PSJ15 Exh 21

## Pre-show Worksheet

[ DATE \@ "M/d/yyyy" ]

### Meeting

**American Society of Health-System Pharmacists (ASHP)**

Mid-year Clinical Meeting (MCM)

December 6-9, 2004

Orlando, Florida

**Meetings/Audience:** - The MCM is the largest meeting of pharmacists in the world. Around 10,000 registered pharmacists, thousands of pharmacy students, and a total of 20,000 people attend this meeting each December. Midyear Clinical Meetings have tracks of ASHP-developed educational programs that are not industry sponsored. However, several opportunities exist for the industry to hold satellite symposia. Papers describing clinical research underway are displayed in the exhibit area during the meeting.

*Next year's meeting is:*

Summer Meeting

June 11-15, 2005

Boston, MA

MCM

December 4-8, 2005

Las Vegas

### Featured Products/Messages

#### *Generics*

Hydrocodone – Display message: “Trust in our strengths and soar with the #1 dispensed generic in the U.S. ...hydrocodone/APAP from Mallinckrodt”.

Exhibit representative message – “Mallinckrodt has an extensive line of hydrocodone/APAP strengths and ours is the #1 dispensed prescription drug product on the market.”

Oxycodone – Display message: “One for all, all from one...responding to your oxycodone needs.”

Exhibit representative message – “Mallinckrodt has an oxycodone product for every patient need and you can get these products from one source ...us.”

Packaging – Display message: “The products you want, the packaging you need.”

Exhibit representative message – “Mallinckrodt is responding to your needs by offering alternative packaging options, including unit dose, punch cards, and bulk with bar coding down to the unit of use.” Advantages:

- Decreases dispensing errors
- Decreases labor costs
- Increases time for patient care

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**Brands**

*Tofranil-PM* – Display message: “The Paradox of Depression and Comorbid Pain” and “Balanced, Dual-acting, Once-a-day” treatment for depression

Exhibit representative message – “Tofranil-PM treats depression that can present as pain symptoms.”

*Restoril 7.5* – Display message: “Equivalent Efficacy to Restoril 15mg”

Exhibit representative message – “Restoril 7.5 is used for transient and short-term insomnia and the lower dose has been shown to be as effective as Restoril 15mg as measured by sleep onset, total sleep time, and sleep architecture.”

**Exhibit**

*MI Exhibit Model* - Custom Tower Booth. The footprint will be a 20x20 island.

*Layout/Mock-up* – Attached is a layout and mock-up of the exhibit.

*Graphics* – The following graphic panels will be used in the exhibit.

<i>Graphic Location</i>	<i>Size</i>	<i>Graphic</i>
Side 1 – Generics	40" x 30" Tower Duratran	MPCU88 - VIP - “Our Promise”
	30" x 24" Module Duratran	MPCU90 – Oxycodone
	40" x 30" Tower Duratran	MPCU89 - VIP – “Our Source”
	30" x 24" Module Duratran	MPCU85 – Packaging
	60" x 42" End Panel	MPCU91 - Hydrocodone w/eagle
	30" x 24" Module Duratran	Tofranil – MPCU58 “Balanced”
Side 2 – Brands	40" x 30" Tower Duratran	Tofranil – MPCU57 “Paradox”
	30" x 24" Module Duratran	Restoril – MPCU65 – runners
	40" x 30" Tower Duratran	Restoril – MPCU67 – sleeping
	60" x 42" End Panel	Restoril – MPCU64 - runners

**GRAPHIC FILES DUE TO VISIONSTREAM BY NOVEMBER 12****Exhibit Schedule and Support**

Monday, December 6, 11:00am – 3:00pm

Generic Rep – B. (Weber) Dill, Kelly Hartman, Jane Reiter

Generic Rep – Tim Berry or New Product Mgr.

Generic Rep –Rich McKendrick

Brand Rep – Laila Lawrence

Brand Rep – Michele Fitzpatrick

Tuesday, December 7, 11:00am – 3:00pm

Generic Rep – B. (Weber) Dill, Kelly Hartman, Jane Reiter

Generic Rep – Tim Berry or New Product Mgr.

Generic Rep –Rich McKendrick

Brand Rep - Laila Lawrence

Brand Rep - Michele Fitzpatrick

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### Wednesday, December 8, 11:00am – 3:00pm

Generic Rep –B. (Kilper) Lorentz, Debbie Kovac, K. Westbrook  
Generic Rep – Tim Berry or New Product Mgr.  
Generic Rep –Rich McKendrick  
Brand Rep - Laila Lawrence  
Brand Rep - Michele Fitzpatrick

### Thursday, December 9, 11:00am – 2:00pm

Generic Rep –B. (Kilper) Lorentz, Debbie Kovac, K. Westbrook  
Generic Rep – Tim Berry or New Product Mgr.  
Generic Rep – Rich McKendrick  
Brand Rep - Laila Lawrence  
Brand Rep - Michele Fitzpatrick

**In-Booth Promotion** – Apothecary Jar Drawing (Morphine jar) – 1 ea. day  
Use scanner print outs for drawing entries.

### **Mallinckrodt Staff Attending**

MI will receive (16) complimentary meeting registrations, which will allow entry to the exhibit and all other sessions. MI attendees are:

- PTR – Mark Pilkington, Penny Estes
- Generic Marketing – M. Gunning, T. Berry, New Inst.Prod.Mgr, New Sr.Prod. Mgr?
- Generic Sales – Lewis Archibeck, Stephen Rhea, Rich McKendrick
- Generic Inside Sales – Beth Ann Dill, Becky Lorentz, Kathy Westbrook, Kelly Hartman, Jane Reiter, Debbie Kovac
- Brand Marketing -
- Brand Sales – 2 Reps – Laila Lawrence, Michele Fitzpatrick
- Corporate –
- Other

### **Meeting Literature –**

- 150 Brand and Generic Catalogs
- 200 Packaging sell sheet  
Oxycodone sell sheet – not available
- 200 Hydrocodone sell sheet
- 200 Compounding Powders sell sheet  
NEW VIP brochure – not available
- 100 All other pain management sell sheets and variety of others
- 100 “Your Generics” brochure
- 100 Chronic Pain brochure
- 1000 Website/Packaging Sell Sheet Cards
- 300 CDs
- 500 Restoril Z-Fold Sell Sheet – MK8657
- 500 Restoril Sonata Comparison Sales Aid – MK8659
- 500 Tofranil Detail Aid First Edition – MK8648

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500 Tofranil Which Comes First File Card – MK8658  
500 Tofranil (Balanced Eggs) Detail Aid 2<sup>nd</sup> Edition – MK8660

### Giveaways –

3000 Generic Highlighter Pens  
800 Monthly Planners  
600 Plastic Bags  
2 box Magic Eight Balls (returned from Hobart)  
200 Morphine Sunglasses – in copier closet  
200 Morphine Pens – in copier closet  
600 Packaging Totes  
1400 Unit Dose Phone Cards  
500 Unit Dose Post-it Dispensers  
500 Hydrocodone cell phone cases  
500 Oxycodone Puzzle People  
500 Oxycodone Krazy Clips  
50 Compounding Powders Hourglass  
500 Restoril Magnets – MK8560  
500 Restoril Pen Flashlight – MK8524  
1000 Restoril Flip Clip Pens – MK8525  
1000 Tofranil Flip Clip Pens – MK8526

**Budget/Expense** – This meeting is budgeted through Market Development – account #157-011-24-0958.

### Opportunities

In 2004, MI had limited interaction with ASHP. During the Summer meeting, ASHP Advantage organized an advisory panel of leading directors of hospital pharmacy to help craft a marketing strategy for MI's generic pharmaceuticals in the health systems channel. Since its inception in 1942, ASHP has helped shape the course of the pharmacy profession, establishing itself as a leader in the development of practice standards and quality products and services. Because of our activities and interactions in policies and issues with this audience, we have access to the decision makers that can influence the purchase and use of our products as well as influence the education of pharmacists. Partnership with ASHP will enable us to access pharmacists who make purchasing decisions in a variety of health system settings.

**Issues and Policies** – The current key issue for ASHP is patient safety.

**Attire** – Plan attached

### Next Steps:

- Upon approval, FL to resize graphics.
- FL to price out puzzle piece people oxycodone (Lori).. - DONE
- FL to recommend higher end premiums for all products.
- FL to recommend premiums for Compounding Powders including hour glass. (Tim)

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- MAL to confirm go ahead on Post-Show Mailer - No
- Dave to follow-up with Lewis on Viability of Plasma Screen T.V. – NOT USING
- FL to send PDFs of mailers to Dave.
- FL to meet with Tim on 9/15 to discuss Compounding Powder Sell Sheet objectives.
- FL to begin production to update Packaging sell sheet.
- FL to follow-up on timing of Oxycodone APAP and Hydrochloride sell sheets changes.
- FL to begin development on VIP brochure.
- FL to begin development on Methadone sell sheet.
- FL to develop entry form drop box - No

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